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# Message Text

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PAGE 01 TEHRAN 12898 301115Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----------301117Z 030597 /20
P R 301021Z DEC 76
FM AMEMBASSY TEHRAN
TO USDOC PRIORITY
INFO SECSTATE WASHDC 666

UNCLAS TEHRAN 12898

USDOC FOR CAGNE/RYAN

E.O. 11652: N/A
TAGS: BEXP
SUBJ: BUILDING PRODUCTS AND CONSTRUCTION TRADE MISSION

REF: RYAN/FAIRCHILD TELCON DEC 29

1. AS ADVANCE OFFICER AWARE, POST PLANNED TO COMPLETE BROCHURE AND INVITATION MAILINGS BY DEC 24, TO FINALIZE ADMINISTRATIVE ARRANGEMENTS BY DEC 30 AND TO BEGIN SCHEDULING INDIVIDUAL APPOINTMENTS ON JAN 3. WE ARE AHEAD OF THIS SCHEDULE.

2. AT CLOSE OF BUSINESS DEC 29 WE RECEIVED MESSAGE VIA TC THAT FULL LIST OF APPOINTMENTS FOR BALOGH OF REPUBLIC STEEL REQUIRED ON DEC 30. GOI AND IRANIAN BUSINESSES ALL CLOSED TODAY-SATURDAY DUE ASHURA HOLIDAY WEEKEND, EMB CLOSED FRIDAY-SUNDAY FOR NEW YEAR, AND USDOC CLOSED SATURDAY-MONDAY. WE, THEREFORE, CANNOT PROVIDE SCHEDULE FOR BALOGH TODAY, BUT WILL PROVIDE IT BY WASHINGTON OPEN OF BUSINESS JAN 4.

3. BALOGH'S INFORMATION SHEET STATES THAT PRIMARY INTEREST IS TO LOCATE DISTRIBUTORS FOR PRE-ENGINEERED STEEL BUILDINGS, STEEL DOORS AND FRAMES, LOCKERS, SHELVING, STORAGE RACKS AND DRAINAGE PRODUCTS; THAT SECONDARY INTEREST IS TO MEET WITH END USERS SUCH AS CONTRACTORS, BUILDING DEVELOPERS OF WAREHOUSES,
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SCHOOLS, ETC..

4. WE BELIEVE GOOD MARKET POTENTIAL EXISTS FOR ABOVE-ITEMIZED PRODUCTS, EXCEPT SHELVING AND STORAGE RACKS, WHICH ARE MANU-FACTURED LOCALLY. ACCORDINGLY, WE HAD PLANNED SETTING UP FOLLOWING APPOINTMENTS FOR BALOGH: 2-4 MEETINGS WITH DISTRIBU-

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TORS FOR EACH PRODUCT LINE; 3-6 APPOINTMENTS WITH CONTRACTORS AND DEVELOPERS; CALLS ON VOJDANI, DIRECTOR OF PROCUREMENT, PORTS AND SHIPPING ORGANIZATION OF IRAN; RAFAII, DIRECTOR, OR DAVOUDZADEH, DEPUTY DIRECTOR, HOUSING AND ARCHITECTURE DIVISION, NIOC; TEHRAN WATER BOARD (FOR DRAINAGE PRODUCTS); AND SIR ALEXANDER GIBBS, BRITISH DESIGN ENGINEER FOR NEW TEHRAN SEWAGE SYSTEM.

5. WHILE NOT STATED ON INFORMATION SHEET, MISSION BROCHURE MENTIONS MATERIALS HANDLING EQUIPMENT. PLEASE CLARIFY WHAT TYPES OF EQUIPMENT ARE INVOLVED, AS THIS IS VERY MARKETABLE PRODUCT LINE.

6. ACTION REQUESTED: PLEASE REVIEW PARAS 4 AND 5 ABOVE WITH BALOGH AND OBTAIN HIS COMMENTS.
MIKLOS

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# Message Attributes

**Automatic Decaptioning:** X
**Capture Date:** 01 JAN 1994
**Channel Indicators:** n/a
**Current Classification:** UNCLASSIFIED
**Concepts:** n/a
**Control Number:** n/a
**Copy:** SINGLE
**Draft Date:** 30 DEC 1976
**Decaption Date:** 01 JAN 1960
**Decaption Note:**
**Disposition Action:** n/a
**Disposition Approved on Date:**
**Disposition Authority:** n/a
**Disposition Case Number:** n/a
**Disposition Comment:**
**Disposition Date:** 01 JAN 1960
**Disposition Event:**
**Disposition History:** n/a
**Disposition Reason:**
**Disposition Remarks:**
**Document Number:** 1976TEHRAN12898
**Document Source:** CORE
**Document Unique ID:** 00
**Drafter:** n/a
**Enclosure:** n/a
**Executive Order:** N/A
**Errors:** N/A
**Film Number:** D760476-0030
**From:** TEHRAN
**Handling Restrictions:** n/a
**Image Path:**
**ISecure:** 1
**Legacy Key:** link1976/newtext/t1976122/aaaaabjm.tel
**Line Count:** 77
**Locator:** TEXT ON-LINE, ON MICROFILM
**Office:** ACTION NEA
**Original Classification:** UNCLASSIFIED
**Original Handling Restrictions:** n/a
**Original Previous Classification:** n/a
**Original Previous Handling Restrictions:** n/a
**Page Count:** 2
**Previous Channel Indicators:** n/a
**Previous Classification:** n/a
**Previous Handling Restrictions:** n/a
**Reference:** n/a
**Review Action:** RELEASED, APPROVED
**Review Authority:** vogelfj
**Review Comment:** n/a
**Review Content Flags:**
**Review Date:** 03 JUN 2004
**Review Event:**
**Review Exemptions:** n/a
**Review History:** RELEASED <03 JUN 2004 by chengls>; APPROVED <29 DEC 2004 by vogelfj>
**Review Markings:**

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US Department of State
EO Systematic Review
04 MAY 2006

**Review Media Identifier:**
**Review Referrals:** n/a
**Review Release Date:** n/a
**Review Release Event:** n/a
**Review Transfer Date:**
**Review Withdrawn Fields:** n/a
**Secure:** OPEN
**Status:** NATIVE
**Subject:** BUILDING PRODUCTS AND CONSTRUCTION TRADE MISSION
**TAGS:** BEXP
**To:** COM
**Type:** TE
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006